

U. S. Dept. Agr.
Extension Service

Reserve

Explanatory Notes
Radio Aids
Home Demonstration Week

PROGRAM SUGGESTIONS FOR
NATIONAL HOME DEMONSTRATION WEEK, BROADCASTING

If your purpose in observing National Home Demonstration Week is to reach more "new" people, then radio can help you more than any other single information outlet you have at your command. This is true when you are trying to give an accounting to the public on the educational job it has given you.

The strongest appeal you can present over the air to families not now sharing in the work, surely, is the account of local home demonstration activities, present and coming up . . . and how families are making use of these.

The folks who can tell this best--you guessed it--are the women who are doing it.

Here are some program suggestions we hope may start you thinking up better program ideas for National Home Demonstration Week.

APP 1

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No. 1
Radio Aids
Home Demonstration Week

GOOD HOMES ARE FOR EVERYBODY WHO LIVES IN THEM

(Suggested Script)

May 4 marks the opening of National Home Demonstration Week.

Possibly there are folks who wonder why we have a Home Demonstration Week at all.

If that's as far as we go, then it's high time we had more Home Demonstration Weeks . . . because the Home in Home Demonstration Week belongs to you.

In other words the whole purpose of setting aside a definite week, May 4 to 11, is to tell more people about home demonstration work. The best way to do that is to describe what homemakers are doing right here in this county. And there are 3,000 other counties in the United States that have the same idea. At the same time it applies whether you live in town or on the farm.

And don't let anybody tell you it doesn't concern the men...for it does...good homes are for everybody who lives in them...not just good food on the table, but safety, health, convenience, and pleasant recreation.

It's all in the home demonstration picture.

One way of starting is with a home demonstration club. Clubs are organized in a community with the aid of the county home demonstration agent. She's really a teacher, just like the county agent. It's her job to help the club members learn new things that will make home and family life more enjoyable.

Together they work voluntarily on projects chosen by the women themselves...such topics as foods and family nutrition, better buying practices, making new clothes from old, ironing the easiest way, tailoring, upholstering, and interior decoration. They're constantly making inroads on household drudgery by modernizing rooms and placing heavy loads on wheels...by simplifying work. They stave off that rainy day by developing home budgets, aiding with the financial planning for the family, while setting aside a nest egg for the children's education and for security in old age.

And there is a community side to home demonstration work, too. School lunch projects, dental and health clinics, libraries, playgrounds, parks, hospitalization insurance, telephone facilities, farm women's markets, and beautification of church grounds are only a few of the undertakings that are being carried out right now by club members and their leaders.

And since the theme this year is "Today's Home Build's Tomorrow's World," you can rightfully expect the women folks to have an interest in the international situation and better understanding of homes and home life in other lands. They're doing something about it, not just "talking"...sending clothes to needy areas, underwriting scholarships for foreign students...corresponding with homemakers overseas...attending when possible meetings of the United Nations Council and other international organizations.

All this helps to make up the sum total of home demonstration. The whole plan is to help us to help ourselves and each other, in the common interest of better homes and better communities for us all.

PROGRAM IDEAS

10 minutes -

Pick-up, transcription, or wire recording at community health clinic in which home demonstration clubs are participating.

1. Bring out the value of the whole project to the community.
2. What service is rendered by the clinic.
3. What part is played by the demonstration club and its members.
4. What nonparticipants should do to share these benefits.

10 minutes -

Pick-up, transcription, or wire recording from school lunch project in which home demonstration clubs are participating.

1. Stress value of hot school lunches to child health, and study.
2. How home demonstration clubs aid in carrying on the project.
3. If available, show some local results of program.

10 minutes -

Pick-up, transcription, or wire recording from farm women's market.

1. By talking to several farm women at the market, show how the market operates.
2. And how home demonstration club aided in setting up the project.

5 or 10 minutes -

Transcription, or wire recording from farm home in which homemaker has done an outstanding job of planning her kitchen to save work, preserving foods, making family clothes, gardening, home decoration, etc.

1. Stress "how."

5 or 10 minutes -

Discussion between club member, and/or local leader and president of the chamber of commerce on consumer education and better buying.

1. With use in mind, is there a point where quality becomes a luxury?

5 or 10 minutes -

Discussion between home demonstration agent, and/or club member and community nurse on problems of personal and family health.

1. What home demonstration clubs are doing to promote personal, family, and community health.

15 minutes -

Round-table discussion with home demonstration agent, leader, and/or club member, mayor, police officer, and church minister on juvenile problems in the community.

1. Take the positive side. Don't wash the dirty linen. Instead, try to bring out what the community can do, or is doing, to improve matters.

5 or 10 minutes -

Discussion between home demonstration agent and/or club member and high school athletic coach (boys and girls) on problems of recreation and physical fitness.

1. You can tie in good nutrition in the home with this one.

5-minute talk -

Introduction by home demonstration agent, or women's commentator.
4-minute straight talk by farm or urban homemaker.

1. Need for a particular project in her home or community.
2. How home demonstration helped.
3. How the homemaker applied this aid.
4. Results.

(Stress results!)

5-minute interview.

Discussion between home demonstration agent, or station's women's commentator and farm or urban homemaker.

1. Cover same subjects as above, but keep questions and answers short.

(Stress results!)

10 minutes -

Home demonstration agent, or station's women's commentator, urban homemaker, and farm homemaker in three-way discussion of related and varying problems covered in home demonstration work.

Examples of common interests:

- Food for young children.
- Home sanitation.
- Work simplification.
- Buymanship.

5 or 10 minutes -

If there is a big industry near you, get the efficiency engineer and a homemaker on the air. See how much alike are their problems of saving steps, time, etc.

1. It's a stunt but it's an interest builder.

5 or 10 minutes -

Returned soldier to discuss homes in other lands with home demonstration workers.

1. Tomorrow's world angle.

5 or 10 minutes -

Safety engineer to discuss farm and home safety with home demonstration workers.

5 or 10 minutes -

Landscaping and flowers.

1. Interview with State forester, highway engineer, etc.

SUGGESTED SPOTS

Examples: Spot announcements for local radio stations, women's commentators, farm directors, etc., during National Home Demonstration Week.

This week, May 4 to 11, is National Home Demonstration Week...a time county, State, and Nation give well-deserved recognition to those who translate home demonstration work and study into comfortable homes, nutritious meals, healthful living, and pleasant communities. That means, of course, the homemakers, themselves. The voluntary cooperation of the homemaker with the county home demonstration agent and the Extension Service has touched on a majority of the projects in home life, community relationships, and better understanding between people the world over. Let's turn the spotlight her way during National Home Demonstration Week, May 4 to 11.

Today's home builds tomorrow's world. That's the theme for National Home Demonstration Week, May 4 to 11. If you live on a farm, or in a rural community...and are not now taking part in home demonstration work, why not get in touch with the home demonstration agent in your county. It will not only help you, but your whole family will benefit.

Accent on tomorrow. That's the viewpoint America's rural homemakers will urge the Nation to share with them during National Home Demonstration Week, May 4 to 11. Their homes--and yours too--will build tomorrow's world. If you are not now active in home demonstration work, why not get in touch with the home demonstration agent in your county, or the State Extension Service at your land-grant college. It's designed to help you and your family.

